

# **Huntington Beach Community Overview 2001**

## **HUNTINGTON BEACH AT A GLANCE**

**Incorporated – February 17, 1909**

**City Motto – “City of Expanding Horizons”**

**Nickname – “Surf City”**

**Size – 28 square miles.**

**Location – Orange County, CA**

**City Flower - Geranium**

**Civic Center – 2000 Main Street, CA 92648**

**Renowned as:**

- Safest among the 100 largest cities in U.S.
- The “Best City to Live In”
- The number one place to raise children in Southern California
- The sixth best city in the nation for women (Ladies Home Journal Readers Survey)

**Climate**

A Mediterranean climate that is sunny and warm.

**Population**

2001 Estimate: 196,293

**Income**

2001 Average Household Income: \$93,049

2001 Median Household Income: \$73,429

**Government**

Huntington Beach has a Council-Administrator form of government. A seven member City Council is its legislative body with members serving four-year terms.

**Education**

Both public and private schools offer elementary, middle, high school and adult education in Huntington Beach at over 50 school sites. Golden West and Coastline community colleges are located within city limits. Nearby are campuses of the University of California Irvine and the California State Universities of Long Beach and Fullerton, plus a number of private colleges.

**Library**

The City has a world class Central Library in the 356-acre Central Park and four branch libraries.

**Recreation & Culture**

All can enjoy the diverse offerings of parks, beaches and recreational activities in Huntington Beach. Surfing, sailing, volleyball, fishing, tennis, golf, and a wide variety of city recreation programs are available for all ages. Community youth programs and sports opportunities add even more choices for enrichment. The Central Library & Cultural Center hosts the largest Children’s Library in the state and a successful community theater group. The Art Center, five recreation centers (including a senior citizens center), the Surfing Museum, and Pier Plaza are popular places for cultural events. Two golf courses and an

equestrian center are venues for community events and year round fun. The City’s nickname of “Surf City” focuses on its eight and a half miles of wide, sandy, pristine beaches that annually host professional and amateur surf and volleyball contests, plus a number of other nationally televised beach events. The beach and pier are popular with visitors. Fine dining is available at three pier restaurants: Ruby’s Diner, Duke’s Surf City Restaurant, and Chimayo at the Beach.

**Business & Industry**

Nearly 50 bank and savings and loan association branches are conveniently located throughout the city. Taxable sales of nearly \$2.4 billion place Huntington Beach as one of the top retail sales communities in the County. Major industries are space systems, public utilities, petroleum, manufacturing, data and computer research, and precision instruments.

**Newspapers**

Orange County Register, Los Angeles Times, The Local News, the Huntington Beach Independent, and the Huntington Beach Wave serve the community.

**Transportation**

There is easy freeway access to Los Angeles International Airport, John Wayne Orange County Airport, Long Beach Airport, bus service, rail freight service, and the ports of Long Beach and Los Angeles.

**Property Taxes**

The California system uses base valuation to calculate market value. Property tax is one percent of base valuation, plus any previously voted bonded indebtedness.

**Utilities**

Utilities include: Southern California Edison Company, Southern California Gas Company, Municipal Water, Verizon Telephone, and Time Warner Cable.

**Automobile Registration**

Out-of state automobile registration is valid for 20 days after a vehicle enters California; thereafter, California registration is required. Out-of-state driver’s licenses are valid for 10 days following establishment of California residency.

**Voting**

All United States citizens 18 years or older who have established residency in the city for at least 30 days are eligible to register to vote. To be eligible to vote in a particular election, voters must be registered at least 30 days prior to election. Voters must re-register any time they change addresses.

## HISTORY

Founded in the late 1880's, Huntington Beach was incorporated on February 17, 1909. From Orange County's early days, Huntington Beach began as a cluster of Spanish ranchos. The City experienced the oil boom of the 1920's, and is now California's 11<sup>th</sup> largest city. Through a series of annexations, Huntington Beach has grown to 28 square miles. The population has swelled from 11,000 in 1960 to an estimated 196,293 in 2001. The City of Huntington Beach has become one of the leading commercial, industrial, and recreational centers of Orange County.

## CLIMATE

Prevailing westerly and southwesterly winds off the Pacific Ocean help maintain pleasant, smog-free weather year round with temperatures ranging mostly from 65° to 80° Fahrenheit. The mean annual humidity is 64.7%. Annual rainfall is less than 12 inches, with a majority of the rain falling between December and March.

## TRANSPORTATION

**Highways** – The major highways are: Pacific Coast Highway 1 (PCH) on the coast connecting the beach cities, the San Diego Freeway (I-405) connecting with all other major freeways in Southern California, and Beach Boulevard (Highway 39) running directly through the heart of Huntington Beach.

**Airports** – John Wayne Airport (20 minutes), Long Beach Airport (30 minutes), and Los Angeles International Airport (45 minutes) serve Huntington Beach and the greater Orange County area.

**Bus** – Regional bus service is offered through the Orange County Transportation Authority (OCTA). There are nine routes currently in Huntington Beach. Major bus lines, such as Greyhound and Trailways, also provide transportation to the area.

**Rail** – For passenger service, Amtrak stations are located in Santa Ana and Anaheim, each approximately 20 minutes away. The Union Pacific Railroad serves the City's Gothard Street with freight transportation to this industrial corridor that forms the central spine of the community. This rail service permits direct line shipment to the Midwest and Northwest.

**Seaport** – The Ports of Long Beach and Los Angeles are located 18 miles northwest and provide worldwide access to the global marketplace. The Ports of Long Beach and Los Angeles are committed to promoting maritime commerce and international trade.

## LOCATION

Huntington Beach is located on the shore of the Pacific Ocean in northwestern Orange County. Huntington Beach is bordered by Westminster to the northwest, Fountain Valley to the northeast, Costa Mesa to the east, Newport Beach to the southeast, and Seal Beach to the west. Los Angeles is located 35 miles to the northwest and San Diego is 95 miles to the southeast.

## DEDICATED GOVERNMENT

Since its incorporation in 1909, Huntington Beach has made a name for itself through open, responsive city government. The elected city council adopts laws, sets standards, levies taxes, directs expenditures, approves contracts, determines municipal policy, and appoints a city administrator to be responsible for the day-to-day operation of the city.

City council meetings are held on the first and third Mondays of each month. The meetings are open to the public and are broadcast "live" over the City's cable television channel, HBTv-3.

Careful attention is paid to the many facets of municipal government. Streets, beaches, and parks are well kept. City lifeguards and patrol boats help ensure safe outings for the nearly 11.4 million visitors who stroll Huntington Beach city beaches and the pier each year. The library system is modern and serves the community at five locations. The Central Library has state-of-the-art video conference capability. It is clear that Huntington Beach has a municipal government that involves the community and is committed to a high standard quality of life.

## **LAW ENFORCEMENT**

Huntington Beach is fortunate to have state-of-art communications and operations equipment to support the City's law enforcement efforts. Each patrol vehicle is equipped with a mobile data computer. The City is patrolled day and night by modern, turbine-powered police helicopters. The Police Department is staffed with well-trained, well-educated officers, and has its own full-service crime laboratory that allows for quick processing and evidence analysis. Huntington Beach is regularly included among the 15 safest communities in the United States, according to FBI statistics.

## **FIRE PROTECTION**

The Huntington Beach Fire Department is a modern, well-equipped force that specializes in fire fighting, emergency medical, ambulance transport, fire prevention, environmental protection, and community development. Fire prevention is crucial in a city with major oil production facilities and ongoing commercial and industrial development. Professionally trained Fire Department firefighters and paramedics respond from all eight fire stations, helping make Huntington Beach a safer, more secure community. The City sponsors a Community Emergency Response Team (CERT) and has classes for volunteers to help citizens provide aid in their own neighborhoods in the event of a disaster. The Fire Department also has a cadre of volunteers including a senior's home inspection program (SHIP) that provides fire safety education to senior citizens.

## **HOUSING**

The City of Huntington Beach offers residents a diverse range of high-quality residential options. The City offers everything from one-of-a-kind waterfront homes with private boat slips to neighborhoods of single-family residences on tree-lined streets. More than 90 percent of the housing units are less than 25 years old, and almost 60 percent are owner occupied, compared to the state's homeownership figure for 1998 of 56%. According to a May 2001 Claritas, Inc. report, the median value for an owner-occupied home is \$363,289 and the average rent is \$1,035. According to California Department of Finance estimates, as of January 1, 2000, the City has 76,148 housing units including 37,053 detached single-family dwellings; 9,587 attached single-family dwellings; 9,576 two to four-unit apartment and condominium complexes; 16,632 five or more unit apartments or condominium complexes; and 3,200 mobile homes. The State reports that as of January 1, 2000, 72,109 of the housing units were occupied, with an average of 2.75 persons per household.



## **SHOPPING AND THE RETAIL MARKET**

Sand and shore offer unique shopping and retail opportunities in Surf City! In all, the City has more than 30 neighborhood and regional shopping centers, with nearly 8 million square feet of retail shopping space to accommodate all of your shopping needs, or perhaps become the new location for your business. The "Shop in Huntington Beach" campaign promotes our local economy, encouraging residents and businesses to shop locally.

There are many opportunities for retail businesses to thrive in Huntington Beach. With an array of sites available, businesses can find opportunities to serve neighborhoods, beach visitors, and the regional population.

### **Downtown**

Downtown Huntington Beach is achieving a fresh, vibrant new look for a successful retail market. Residents and visitors are intrigued by trendy boutiques, clothing stores, theaters and restaurants, including more than 150,000 square feet of new retail space.

Ruby's Diner, Duke's Surf City Restaurant & Chimayo at the Beach dining are exceeding all expectations! With views of the breaking surf, these restaurants are the centerpieces of the Pier Plaza project with Duke's at the pier level and Chimayo at the sand level. Passing boats, swooping birds, and occasional leaping dolphins entertain at Ruby's Diner at the end of the pier.

### **The Center at Beach**

The Center at Beach, formerly known as the Huntington Beach Mall, is located near the I-405 freeway, and will soon begin renovation. The Center will have a more pedestrian friendly atmosphere with new shops, theaters and restaurants. During the transition, a variety of stores is available to shoppers visiting the mall: Mervyns, Burlington Coat Factory, Barnes & Noble, Starbucks, Zany Brainy, Staples, and Circuit City.

### **Old World Shopping Center**

Just north of the Center at Beach is Old World, a delightful shopping village with a personality all its own. The dream of a German developer, the 30 acres is a replica of a European town, where many of the shopkeepers live directly above their stores. Its 60 stores and restaurants specialize in imported goods, unusual gifts, and gourmet delicacies.

### **Loehmann's 5 Points Plaza**

Loehmann's 5 Points is an open-air center featuring unique shops and restaurants. Some of the stores at the center are Loehmanns, the Gap, Gap Kids, Baby Gap, Old Navy, Tilly's, Jessica McClintock, Van's, Mikasa, Bank of America, Pier 1 Imports, Bath and Body Works, Trader Joe's, and Party America. The center is located at the corner of Main Street and Beach Blvd. Visit their website at [www.5pointsplaza.com](http://www.5pointsplaza.com) to learn more about the center or call (714) 841-0036.

### **Peter's Landing**

Peter's Landing is modeled after Port Grimund on the Gulf of Saint Tropez in France. Located on Pacific Coast Highway in Huntington Harbor, Peter's Landing encompasses 97,200 square feet of waterfront dining, retail, service, and office space. Refurbishment of the retail areas is underway, including a new drive-through Starbucks Coffee. Peter's Landing can be reached at (562) 592-6132.

### **Farmers Market**

The eclectic Farmers Market operates in the downtown on Friday afternoons from 1:00 to 6:00 PM (*or sunset, depending upon the season*) at Pier Plaza. Purchase farm-fresh produce, flowers, arts and crafts, and more. Call the Orange County Farm Bureau at (714) 573-0374 or for arts & crafts call (714) 840-8802.

### **Beach Boulevard of Cars**

Beach Boulevard of Cars has twelve new-car dealerships and serves a regional market from its central Beach Boulevard location. Beach Boulevard of Cars was voted "Best Auto Boulevard" three years in a row in the Best of Orange County Readers' Choice consumer survey.



## RECREATION

Every year, millions of visitors and residents experience the finest of recreation in Huntington Beach. Perhaps nowhere else in the world can one experience such a multitude of diverse recreational activities within such a small geographical area.

The crown jewel of the City's recreational system is its 8.5 miles of spacious, sandy beaches. Excellent weather allows residents and visitors to enjoy the beach year-round. Moderate swells provide outstanding swimming and surfing conditions. Breathtaking sunsets provide dramatic backdrops for beach parties, sandcastle building, kite flying, walking, jogging, and bike riding. The longest concrete municipal pier in Southern California, the Huntington Beach pier is a memorable destination and frequent subject of art and photography. The pier offers residents and visitors the unique experience of walking out far beyond the surf. Watch surfers challenge breaking waves, enjoy looking back to the shore, scan the water for dolphins, whales, and swooping seabirds, and perhaps stop for a meal or shake at Ruby's Diner at the end of the pier. Visitors and residents take advantage of the Pier Plaza area where Duke's Surf City Restaurant and Chimayo at the Beach delight the palate. Pier Plaza hosts many special musical, sports, and community events throughout the year.

Huntington Central Park is the largest city-owned and operated regional park in Orange County. Central Park has 356 acres, with an equestrian center, modern Central Library, Adventure Playground, two lakes, a nature center, meandering trails, tot lots, large group and family picnic facilities, two restaurants, a natural amphitheater, a bandstand, a disc golf course, and a future sports complex (Fall, 2002). The City's park system has 62 public parks, three miles of equestrian trails, playgrounds, a city gym with indoor pool, three community recreation centers, a seniors' recreation center, and a golf course. There are opportunities for basketball, racquetball, tennis, baseball, softball, football, soccer, swimming, and biking. Miles of bike paths, a marina, four lakes, and the protected wildlife preserve at Bolsa Chica Wetlands, provide picturesque settings to enjoy the natural beauty of Huntington Beach.

A wide selection of programs, classes, sports leagues and tournaments, special events, and services are offered to everyone in the community through the Community Services Department. The City also has its own art center with shows and classes. The Huntington Beach Sands is published quarterly and mailed to Huntington Beach households with details of the many recreational programs offered. To obtain your copy of the *Sands*, call (714) 536-5486.

## ENTERTAINMENT & CULTURE

Huntington Beach is near many tourist attractions and entertainment facilities: Disneyland, Knott's Berry Farm, Knott's Soak City Water Park, Raging Waters, Edison Field (home of the Anaheim Angels), golf courses, and boats to Catalina Island. The Huntington Beach Playhouse, Art Center, Golden West College Theater, and the High School of the Performing Arts provide a wide variety of programs and performances throughout the year. The local Philharmonic Symphony Committee sponsors the "Cruise of Lights" during the holiday season in Huntington Harbor. Decorated homes and boats sparkle with thousands of lights reflected in the water during this traditional boat parade.

World-class surfing events highlight the endless summer of activities in Huntington Beach. The Main Street "Surfing Walk of Fame" and Huntington Beach International Surfing Museum showcase Huntington Beach as "Surf City, USA."

### Community Calendar

The Huntington Beach Conference and Visitors Bureau continually updates a Community Calendar filled with music, sports, theater, art, and other special events. The calendar may be viewed at the website [www.hbvisit.com](http://www.hbvisit.com).

### Cultural & Event Services

The Cultural & Event Services Division of the Community Services Department provides a variety of exciting year-round activities. The program provides access to the visual arts, performing arts, festivals, historic and museum activities, and special events. The programs are offered in cooperation with the Allied Arts Board, the Huntington Beach Art Center Foundation, the Huntington Beach Art League/Arts Associates, the Huntington Beach Concert Band, and the Huntington Beach Historical Society. For more information call (714) 536-5258.

### Huntington Beach Art Center

Located in the downtown at 538 Main Street, the Huntington Beach Art Center is a community art center that provides local citizens and the regional audience with an opportunity to exhibit their art and presents the work of living artists working in all media. Through programming, the Center serves to advance public awareness and



understanding of contemporary art/ideas and creates opportunities for local, national and international artists, and the community to share in a climate of experimentation, education, and expression.

### **Huntington Beach International Surfing Museum**

Located in picturesque downtown Huntington Beach, off Main and Olive Streets, this unique museum holds an extensive collection of surf memorabilia commemorating over 80 years of American surfing heritage. Open Thursday – Monday, 12 noon to 5:00 PM. For more information call (714) 960-3483.

### **Newland House Museum**

The Newland House Museum, an historic 1898 Victorian farm house, is the oldest structure built on-site in Huntington Beach. It is located at 19820 Beach Blvd, at the corner of Beach Boulevard and Adams Street. Hours are Wednesday through Thursday 2:00 to 4:30 PM; Saturday through Sunday 12 noon to 4:00 PM. For more information call (714) 962-5777.

### **Bolsa Chica Ecological Reserve**

Over 200 species of birds visit the Bolsa Chica Ecological Reserve, a 185-acre restored coastal salt marsh. It is the largest coastal salt marsh in Los Angeles and Orange Counties. The reserve is home to a wide variety of plants, birds, and animal species. Situated on the Pacific Flyway, the wetlands is known as one of the best birding spots in the United States, attracting flocks of birds migrating between North America and South America. Visitors may see the Elegant Tern and endangered species such as Belding's Savannah Sparrows, Peregrine Falcons, Brown Pelicans, Light-Footed Clapper Rails, Silver Legless Lizards, Wandering Skipper Butterflies, and Black Skimmers. Located off Pacific Coast Highway between Golden West Street and Warner Avenue directly across from the entrance to Bolsa State Beach, the reserve offers a popular walkbridge that traverses Inner Bolsa Bay. Parking is free, as is the use of the trail. Free tours are offered the first Saturday of each month beginning at 9:00 AM. A free trail guide can be obtained from the Huntington Beach Conference and Visitors Bureau by calling (714) 969-3492.

### **Houses of Worship**

All of the major religious affiliations are represented in Huntington Beach in over 50 houses of worship.

## **COMMUNICATIONS**

Five newspapers generally cover the Huntington Beach community: The Los Angeles Times, the Orange County Register, the Huntington Beach Independent, The Local News, and the Huntington Beach Wave. The Huntington Beach Independent is the newspaper that regularly publishes the official public notices for the City of Huntington Beach. Public broadcasting affiliate KOCE (Channel 50) and HBTB-3, the City's government access channel, offer residents local programming opportunities. Commercial radio, television, telephone, and Internet connections are widely available.

## **HEALTH CARE**

Several medical clinics and a full service hospital are located in Huntington Beach. The Huntington Beach Hospital is a 133-bed facility centrally located in the city on Beach Boulevard. Medical centers, doctor, and dental offices are dispersed throughout the community and serve a wide variety of specialties.

## **EDUCATION**

Five school districts provide excellent educational facilities for the community. Combined there are thirty-nine elementary and middle schools in Huntington Beach: four public high schools, one private high school, and adult educational programs are located in the city.

Huntington Beach has several private schools, from elementary through high school, that offer private education. Many with extended day care and summer programs.

Higher learning is available through community colleges and several nearby universities.

### **Elementary and Middle Schools**

Five districts educate Huntington Beach elementary and middle school students: Huntington Beach City School District, Ocean View School District, Fountain Valley School District, and Westminster School District.

Test scores and fine schools are the pride of the Huntington Beach community. The staff's high expectations for students and themselves are reflected in high performance levels. Our schools are the recipients of many state

and national awards. Two Huntington Beach schools, Isaac Sowers Middle School and Talbert Middle School, were honored as California Distinguished Schools during the 2000-2001 school year. The public school system has moved to a standards-based classroom where the yardstick for success is measured by test score results in reading, math, and language. SAT 9 scores are available at the California Department of Education website at <http://star.cde.ca.gov/>.

Huntington Beach schools foster community partnerships that bring school staff, parents, and other residents together with a shared goal of the very best for the youth of the community. The schools are committed to teaching and nurturing the children toward responsible citizenship. For more comprehensive information about the schools in each district, the contact phone numbers and website addresses are provided at the end of this booklet.

### **Secondary Schools**

The Huntington Beach Union High School District oversees six high schools in the area, four located in Huntington Beach: Huntington Beach High School, Ocean View High School, Marina High School, and Edison High School. District wide, the Class of 2001 had over 3,000 graduates who experienced a rigorous level of preparation and are well prepared for future goals. They are the most technology-savvy group of seniors our community has ever seen. The computer skills and technical abilities would stagger anyone who has not spent time with high school students in recent years.

Huntington Beach Union High School District makes it a priority to increase student participation in college admission testing, giving more students the opportunity to attend college and successfully meet their professional goals. For the Class of 2000, 51% of the graduates took the Scholastic Aptitude Test (SAT) compared to 39% in 1989. The class of 2001 results are still coming in, but scores are soaring above California and national averages.

Since 1989, the percentage of graduates who completed the 15 courses required for admission to the University of California and the California State University systems has increased from 39% to 49%. This compares to 39.1% of the 12th grade graduates for Orange County and 35.6% of graduates for the State of California. A 2001 survey of graduating seniors indicated that 93% plan to earn a college degree. Recent graduates also earned scholarship offers of over seventeen million dollars.

Our high quality schools are a major factor in preparing our youth for the workforce of the future.

### **Community Colleges**

The community colleges have a significant impact upon the local economy by further preparing Huntington Beach residents for higher education and the job market. The Coast Community College District (CCCD) serves the broader Huntington Beach area on three campuses. Golden West College ([www.gwc.cccd.edu](http://www.gwc.cccd.edu)), one of the three campuses in the district, was founded in 1966. Located in the northern part of Huntington Beach near the 405 freeway, its innovative architecture and attractive landscaping define the 122-acre campus. The college offers a wide range of career, transfer, and community service programs. Services include counseling, financial aid, childcare, health center, and a nationally recognized disabled students program. A 350-seat theater, an art gallery, and a science museum provide cultural opportunities for students and the community. The California native garden is unique to community colleges at Golden West.

Community college students often complete Associate Arts Degrees, choose from a wide choice of training certificates, or fulfill their lower division credits before transferring to four-year universities. For the 1998-99 school year, 77 GWC students transferred to the University of California and 593 students transferred to one of the California State Universities. Coastline Community College ([www.coastline.cccd.edu](http://www.coastline.cccd.edu)) has a satellite facility in northwest Huntington Beach. The Huntington Beach community is proud of its educational system that provides learning opportunities for students of all ages.



### **Major Universities**

- California State University Fullerton - [www.fullerton.edu](http://www.fullerton.edu)
- California State University Long Beach – [www.csulb.edu](http://www.csulb.edu)
- Chapman University - [www.chapman.edu](http://www.chapman.edu)
- Concordia University - [www.cui.edu](http://www.cui.edu)
- Vanguard University - [www.vanguard.edu](http://www.vanguard.edu)
- University of California Irvine - [www.uci.edu](http://www.uci.edu)

## **BUSINESS FRIENDLY COMMUNITY**

The City of Huntington Beach is one of the leading commercial, industrial, and recreational centers in Southern California! The City works diligently to maintain its business friendly atmosphere, working closely with the Huntington Beach Chamber of Commerce and the Huntington Beach Conference and Visitors Bureau. The City Economic Development Department's Business Development Division promotes business with the Economic Development Task Force "Red Team," a group of community business leaders. The City also supports business through its Development Assistance Committee (DAC), an inter-departmental team formed to review projects at their earliest stages to guide development through the approval process.

As the third largest city in Orange County, more than 60,000 people are currently employed by over 12,800 businesses in the city. Huntington Beach residents represent nearly 10% of the entire Orange County working population.

Huntington Beach businesses include aerospace and high technology; petroleum and petroleum support; manufacturing; computer hardware and software; financial and business services; automobile services; machine shop services and precision instruments; just to name a few.

### **Business Development Division**

The Business Development Division of the City Economic Development Department works diligently to retain and attract business in the community. The Business Development Division works on one of the City's primary goals of maintaining a viable business environment throughout the community. The City works closely with commercial brokers, retail and industrial businesses, the Huntington Beach Chamber of Commerce, and other business organizations. Persons seeking business assistance may call (714) 536-5582 or visit the Economic Development Department comprehensive website at [www.hbbiz.com](http://www.hbbiz.com).

### **Huntington Beach Chamber of Commerce**

The Huntington Beach Chamber of Commerce is a business leader in the community. The Huntington Beach Chamber is intrinsically involved in the plans, strategies, programs, and services that promote a favorable business climate, improve the quality of life, and support the orderly growth and development. The Chamber has over 1,000 members and promotes these businesses through ribbon cuttings, networking events, community events, marketing, and other services. For more information call (714) 536-8888 or visit their website at [www.hbchamber.org](http://www.hbchamber.org).

### **Huntington Beach Small Business Assistance Center**

The Huntington Beach Small Business Assistance Center (HBSBAC) goal is to provide entrepreneurs with an overview of management, marketing, and financial information and resources necessary to compete in today's challenging business environment. The Huntington Beach SBAC assists new or existing businesses to learn more about basic business principles through seminars, one-on-one counseling, and resource materials. For more information call (714) 536-8888.

### **Huntington Beach Conference and Visitors Bureau**

As Huntington Beach has increasingly become a conference and visitor destination, the Huntington Beach Conference and Visitors Bureau plays a vital role in representing the community in the attraction of leisure travelers, tour groups, and conferences. The Bureau develops an annual Visitor Guide, a Meeting Planners Kit, a four-color rack brochure in five languages, and a Trail Guide for the Bolsa Chica Wetlands Ecological Reserve. The Bureau also maintains the Community Calendar found at their website: [www.hbvisit.com](http://www.hbvisit.com). For more information call (714) 969-3492.



## **ECONOMICS**

Huntington Beach boasts many advantages as a place to do business. It is noted as the safest big city, the best big city for business, and one of the best places in America to raise children. Located on the Southern California coast in Orange County, Huntington Beach is 18 miles southeast of the nearest seaport terminal at Long Beach, 35 miles southeast of Los Angeles, and 95 miles northwest of San Diego. Huntington Beach is a prime location for business!

Huntington Beach has a healthy and balanced economy with a diversified employment base and a highly educated work force. From a business perspective, Huntington Beach statistics highlight the enormous potential. The numbers are as impressive as the beautiful community and ocean views.

### **The Beach ~ Major Economic Asset**

Over 11.4 million visitors enjoy the 8.5 miles of Huntington Beach shoreline. Since 1990, the beach visitors have increased from 2 million to 11.4 million! Visitors add significantly to the local economy.

## **RETAIL DEVELOPMENTS ON THE HORIZON...**

### **Hyatt Regency Huntington Beach Resort & Spa**

Construction is underway for the Hyatt Regency Huntington Beach Resort & Spa, a new 519-room resort hotel and conference center adjacent to the existing four star Waterfront Hilton Beach Resort. The project also includes 177 single-family homes that will start construction in 2002, and a 300-room third hotel is planned as a future phase. This will be the only conference center on the West Coast that will have a direct view of the ocean! Located within walking distance of the downtown, the award winning Waterfront Hilton Beach Resort is a popular site for lodging, dining, and special events such as weddings and business conferences. For information call (714) 960-SURF.

### **The Strand~Downtown Huntington Beach**

One of the best California Coast retail locations will soon be on the Huntington Beach horizon! The Strand~Downtown Huntington Beach (formerly known as Blocks 104 & 105) is an exciting project featuring 102,000 square feet of retail, restaurant, entertainment, plus a 140 room hotel. Approximately 40,000 square feet will be developed in prime locations for restaurants overlooking the Pacific Ocean and sidewalk eateries. The project will bring to life the two-block area (3.5 acres) bounded by Main, Pacific Coast Highway, Sixth Street and Walnut. The Redevelopment Agency approved a Disposition and Development Agreement with CIM Group. In the pre-development phase, this project is anticipated to be open in the Fall of 2002.

### **Pacific City, 31 Acre Site**

Pacific City is a key downtown property now owned by Makar Properties. This unique 31-acre parcel fronting on Pacific Coast Highway between First Street and Huntington Street is well suited for an exciting visitor-serving mixed-use project. The initial concept includes restaurants, entertainment, retail, hospitality, office, and residential. Opening for this project is slated for 2004.

### **Crest View/Rancho View Sites**

Working with the Ocean View School District, the City is promoting retail development of these two closed school sites. Arnel Retail Group was selected by the School District to develop the Crest View site as a Wal\*Mart, expected to open in late 2001. For the Rancho View site, the School District selected Lowe's Hardware to develop a new home improvement/garden center. Lowes has an expected opening date of 2002. Each site has the potential to generate more than \$350,000 annually in sales tax revenue.

### **The Center at Beach**

Formerly known as the Huntington Beach Mall, ownership of this 63-acre regional site changed hands in late 1999, with Ezralow Retail Properties becoming the new owner. Ezralow's plans for the new center include an entertainment retail focus. Demolition is set to begin in Fall 2001, and the opening of the new million square foot center is scheduled for 2003. Fine dining, major retail stores, specialty shops, and an all-stadium 4,500 seat cinema complex will anchor the transformation of the mall into an open-air center renamed "The Center at Beach."

## **HUNTINGTON BEACH IS THE SMART CHOICE FOR INDUSTRY**

As the third largest city in Orange County, with a highly skilled labor force, Huntington Beach promotes industry as it provides jobs and adds to the local economy. The City is positioned for the global market at 18 miles

southeast of the Port of Long Beach and Los Angeles Harbor. Huntington Beach is home to 500 industrial businesses, including Boeing Space & Defense Systems, Sharp Electronics, Konica, Quiksilver, and Dynamic Cooking Systems. As one of the safest cities, and as one of the best large cities for business in California, Huntington Beach welcomes industry to Surf City!

## Major Office Locations

### DOWNTOWN

Oceanview Promenade; 30,000sf  
101 Main Street  
NWC, PCH/Main  
Mike Abdelmuti  
(714) 536-6567

Pierside Pavilion; 14,462sf  
300 Pacific Coast Highway  
NEC PCH/Main  
Jennifer Wise/Makler & Associates  
(714) 374-0222

Main Promenade  
200 Main Street  
SEC Main/Olive  
Robert Koury Properties  
(714) 960-5495

Plaza Almeria; 14,000sf  
NWC Main/Olive  
John Mehigan/CB Richard Ellis  
(714) 939-2152

### CENTRAL

The Plaza at Huntington Beach;  
210,000sf  
17011 Beach Boulevard  
SWC Beach/Warner  
CB Richard Ellis  
(714) 939-2100

Seacliff Office Park; 150,000sf  
2100-2140 Main Street  
NEC Main/Yorktown  
Lora Ross/ The Colton Company  
(714) 536-8525

### NORTHWEST

Multiple Buildings; 229,369sf  
5632-5582 Bolsa Ave  
5445 Oceanus  
15121 Graham  
Between Springdale & Bolsa Chica  
Arden Realty  
(949) 724-1133

### NORTH

One Pacific Plaza; 95,672sf  
7711 Center Avenue,  
Between the I-405 & Gothard  
Bentall Property Management  
(714) 894-5569

One Pacific Tower; 189,534sf  
7755 Center Avenue  
Between I-405 & Gothard  
Bentall Property Management  
(714) 894-5569

El Dorado Bank; 93,486sf  
7777 Center Avenue,  
Between the I-405 & Gothard  
Spieker Properties  
(714) 379-4515

Huntington Executive Park; 114,841sf  
16052 Beach Boulevard  
SEC Beach/Edinger  
Huntington Capital Corp.  
(714) 847-2531

## Major Corporate Employers

The following list of the top employers is based on number of employees per the City of Huntington Beach Business License data as of January 2000. The Central Library maintains the most recent and complete Business License list and other research materials. Reference Services can be reached by phone at (714) 375-5109.

Company	Employees	Company	Employees
The Boeing Company	7,000	Jason Kendall LTP	150
C & D Plastics	569	Aranda Tooling	150
Rainbow Disposal	499	Marina Medical Billing	150
Cambro Manufacturing	400	A Growing Concern	130
Huntington Beach Hospital	375	Creative Teaching Press	142
GTE California	352	Huntington Beach Dodge	128
Dynamic Cooking Systems	330	Federal Mogul/ FP Diesel LP	125
Bond Technologies	287	Target Stores	125
Home Depot USA/Expo Design	266	Coopervision	120
Ricoh Business Systems	259	Reliance Steel	119
Comcast Cablevision	234	Tri Models	113
Quiksilver	225	Seacliff Country Club	112
Golden West College	212	Sun Bridge Care Center-Sun Hlth	111
Expo Design Center	204	Huntington Valley Health	111
Hilton Waterfront Beach Resort	200	Sharp Electronics	107
Loans Direct	180	Huntington Beach Ford	106
Sun Bridge Care-HB Conv Hosp.	167	AirTech International	104
Triad Financial	167		
Cost Care/Unicare	164		
BSH Home Appliance	158		
J E Pistons	151		

## Labor Force

**Labor Force Data ~ May 2001\***

	<b>Labor Force</b>	<b>Employment</b>	<b>Unemployed</b>	<b>Rate</b>
Huntington Beach	126,110	123,710	2,400	1.9%
Orange County	1,513,000	1,474,600	38,400	2.5%
California (May 2000)	17,347,700	16,505,100	842,600	4.9%

*\*Data is not Seasonally Adjusted.*

## Orange County One-Stop Career Centers

There are two Orange County Regional One-Stop Centers that serve Huntington Beach, responding to the needs of business, job seekers, and students through an integrated workforce investment system. The One-Stop Centers represent a consolidation of formerly fragmented employment and training programs into a single resource for both companies seeking employees and individuals seeking employment. The Centers provide a forum for participation of employers, business associations, and economic development organizations. This results in greater access to services such as: recruitment, outplacement assistance, financial incentives, workforce development/training, employer information, economic development, and labor market information.

### **Coastal OC Regional One-Stop Center**

1675 Scenic Avenue  
Costa Mesa, CA 92626  
(714) 241-4900, (714) 241-4977

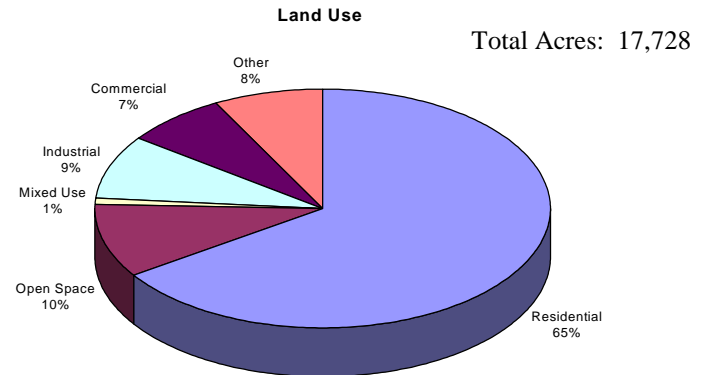
### **West OC Regional One-Stop Center**

11277 Garden Grove Blvd., Suite 101-C  
Garden Grove, CA 92840  
(714) 741-5020

## LAND USE

The City has a mix of land uses serving residents, regional populations, and recreational visitors. How a city balances its land uses assists in the local economy by allowing for enough space for industry and other businesses to provide products and jobs. One of the primary goals of the City land use policy is to “Achieve development that maintains or improves the City’s fiscal viability and reflects economic demands while maintaining and improving the quality of life for the current and future residents of Huntington Beach.”

(General Plan, 1996) The land use designations of 1992 have not substantially changed with the 1996 General Plan Update: 65% residential, 7% commercial, 9% industrial, 1% mixed use, 10% open space, and 8% other.



### Industrial

With a strong commitment to industrial activities, the City has 1,762 acres of land zoned for industrial use. There are three general industrial areas: the Northwest Industrial Area, the Gothard Industrial Corridor, and the Southeast Industrial Area. Major industrial development continues in the Northwest Area bringing in companies such as Quiksilver, Dynamic Cooking Systems, Sharp Electronics, and Konica. The Gothard Industrial Corridor represents unique opportunities for “incubator” industries (first generation businesses).

### Commercial

Huntington Beach contains approximately 1,300 acres zoned for commercial use. The major concentrations of commercial uses in Huntington Beach are located along Beach Boulevard, Brookhurst Street, Edinger and Warner Avenues and on many major intersections.





## POPULATION PROFILE

According to the California Department of Finance, the Huntington Beach 2000 population estimate is 199,326, a 9.8% growth rate since 1990 and a .9% growth rate between 1999 and 2000, up from 197,600 in 1999. The city ranks as Orange County's third largest city and is 16<sup>th</sup> in the state according to its population size. It is anticipated that the population will increase to 204,491 by 2005 according to Claritas Inc., a demographic research firm. The population of Orange County increased to 2,828,400, an increase of 1.4% for the same period, making the Orange County the third largest county in the state.

	1990	2000
Huntington Beach	181,519	199,326
Orange County	2,417,552	2,833,190
California	29,942,397	34,653,395

Sources:

\*State of California, Department of Finance, *County Population Projections with Race/Ethnic Detail*. Sacramento, California, December 1999.

### Huntington Beach Population (U.S. Census Bureau)

1950	5,237
1960	11,492
1970	115,960
1980	170,905
1990	181,519
2000	189,594

## INCOME

Huntington Beach's income levels grew by 42.2% between 1990 and 2000 from \$61,545 to \$87,560. Claritas, Inc. estimates the 2001 average income to be \$93,049. Average income levels are expected to grow by 14.3% over the next five years, from \$93,049 to \$108,515.

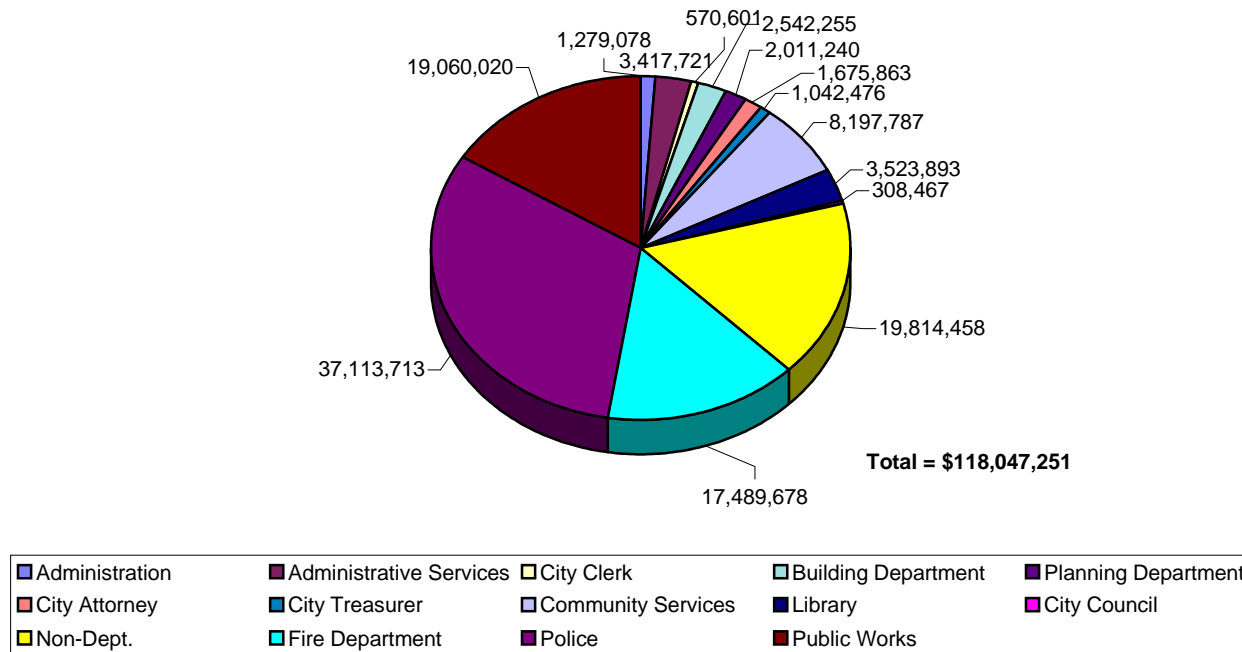
Huntington Beach's 2000 median family income for a family of four is \$69,600, the same as the County of Orange. This compares to the state's median income of \$55,400 and to the nation's of \$50,200. Claritas, Inc. estimates the 2001 Huntington Beach median household income to be \$73,429. In general, the average income is several thousands of dollars higher than the median income.

According to the U.S. Department of Commerce Bureau of Economic Analysis, the 2000 per capita income of U.S. residents was \$29,676 compared to \$32,275 for Californians. Claritas Inc. reports that the estimated per capita income figure for Huntington Beach in 2001 was \$33,150. This translates into buying power!

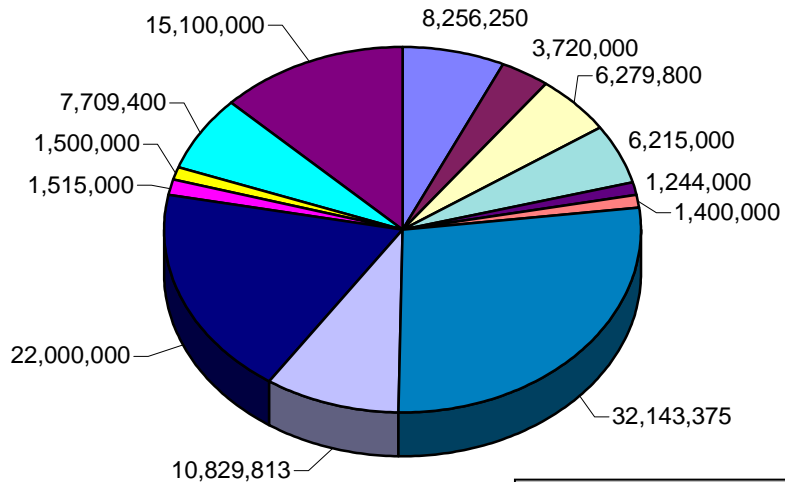
## CITY FINANCES

The total 2000-2001 budget for the city was \$233,825,259. The general fund makes up 50.5% of this budget figure. Other funds include: water, capital projects, redevelopment, internal service, transportation, debt service, refuse, and other enterprises. Projects and services are budgeted from these resources. The largest source of revenue for the general fund is property tax at \$32.1 million, making up 27.2% of the general fund. The next two highest resources are sales tax at \$22 million, 18.6% of the city's general fund, and utility tax at \$15.1 million, 12.8% of the general fund.

**Budget of Funds 2000-2001**



## Projected Resources 2000-2001



**Total = \$117,912,638**

- |                              |                            |
|------------------------------|----------------------------|
| Charges for Current Services | Fines - Forfeitures        |
| Licenses & Permits           | Other Local Taxes          |
| Other Revenue                | Prop. 172 Sales Tax        |
| Property Tax                 | Revenue - Other Agencies   |
| Sales Tax                    | Transfers from Other Funds |
| Transient Occupancy Tax      | Use of Money/Property      |
| Utility Tax                  |                            |

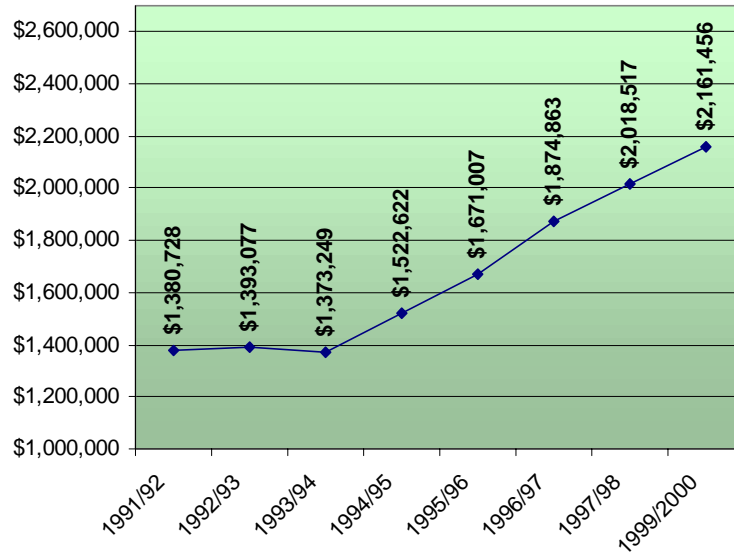
### Sales Tax

The City receives 1% of the taxable sales collected on retail purchases. Sales tax is one measurement of the City's economic vitality. For 2000, Huntington Beach collected \$26.65 million, ranking as one of the top cities in the county garnering approximately 5% of the county's taxable sales. Car sales and the sale of auto supplies comprise the City's largest retail segment contributing to the City's sales tax base. The City of Huntington Beach encourages residents to Shop in Huntington Beach whenever possible to keep our local economy strong.

### Transient Occupancy Tax

Transient Occupancy Tax (TOT) is the tax paid by persons staying in hotels. Huntington Beach is fast becoming a destination resort area. TOT received has increased accordingly, with a current TOT rate of 10%. This revenue source is expected to increase significantly as proposed downtown hotels and conference facilities are completed and operational.

### Transient Occupancy Tax



## Huntington Beach Profile Summary

### Population

Total	196,293
Men	50.51%
Women	49.49%
Median Age	38.01
Average Age	37.94
Age Distribution	
0-14	16.49%
15 - 29	20.00%
30 - 44	26.10%
45 - 59	22.12%
60 - 74	10.90%
75+	4.38%

### Ethnicity

White (includes Hispanic Origin)	81.8%
Black	0.9%
Asian or Pacific Islander	11.0%
Other	6.2%
Hispanic Origin	15.1%

### Households

Total households	74,346
Total housing units	77,996
Family Households	47,550
1 - 2 Persons	56.85%
3+ Persons	43.15%
Households with Children	30.00%
Married	59.05%
Single, Never Married	26.57%
Divorced, Separated, Widowed	14.38%

### Estimated Household Income

Average Household Income	\$93,049
Median Household Income	\$73,428
Per Capita Income	\$33,150
Under 5,000	1.09%
\$ 5,000 - \$14,999	5.03%
\$15,000 - \$24,999	6.70%
\$25,000 - \$34,999	7.49%
\$35,000 - \$49,999	13.25%
\$50,000 - \$54,999	4.56%
\$55,000 - \$59,999	4.86%
\$60,000 - \$74,999	12.83%
\$75,000 - \$99,999	17.11%
\$100,000 - \$124,999	9.20%
\$125,000 - \$149,999	6.43%
\$150,000 - \$249,000	8.04%
\$250,000 +	3.41%

### Population by 25+ Education

Elementary	3.79%
Some High School	6.94%
High School Graduate	19.53%
Some College/No Degree	27.20%
Associate Degree Only	10.15%
Bachelor Degree Only	21.88%
Graduate Degree	10.50%

### Home Type

Median Owner Occupied Home Value	\$336,581
Housing Units	76,148
Single Units	61.25%
Multi-Family	34.55%
Mobilehome	4.20%
Owners	58.11%
Renters	41.89%
Occupancy	94.7%
Vacant	5.3%
Average Rent	\$1,035

### Employment

Labor Force	125,530
Employed	123,370
Unemployed	2,160
Unemployment Rate	1.7%

### Employment by Industry

Exec./Admin./Mgmt.	18.41%
Professional/Specialty	17.68%
Technical Support	3.65%
Services	9.27%
Forest/Farm/Fishing	.84%
Precision Production & Crafts	10.08%
Technology	3.66%
Sales	15.57%
Adm.Support	16.47%
Machine Operator	3.26%
Transportation	2.34%
Laborers	2.43%

### Registered Voters

Total	109,382
Am. Independents	2,418
Democrats	31,945
Libertarians	1,055
Republicans	54,506
Others	19,458

Source: Claritas, Inc. Demographic Report 5-24-01



## KEY CONTACTS (ALL AREA CODES ARE 714 UNLESS OTHERWISE NOTED)

### Emergency

911

(Use only when human life or valuable property is in jeopardy.) At other times call:

### City of Huntington Beach,

Administration	536-5202
Building & Safety	536-5241
Business License (City Treasurer)	536-5267
City Clerk	536-5227
City Council	536-5553
City Finance	536-5228
City Treasurer	536-5200
Community Services Department	536-5486
Economic Development Department	536-5582
Fire Department	536-5411
HB Jobs Available	
Library	842-4481
Life Guards	536-5281
Planning Department	536-5271
Police Department	960-8843
Public Works Department	536-5437
Public Information Office	536-5511

[ci.huntington-beach.ca.us](http://ci.huntington-beach.ca.us)

[www.building-hb.org](http://www.building-hb.org)

[www.scag.org/homepages/huntington\\_beach/license.html#app](http://www.scag.org/homepages/huntington_beach/license.html#app)

[www.hbcity.com/clerk](http://www.hbcity.com/clerk)

[www.scag.org/homepages/huntington\\_beach/index.html](http://www.scag.org/homepages/huntington_beach/index.html)

[www.hbbiz.com](http://www.hbbiz.com)

[www.scag.org/homepages/huntington\\_beach/fire.htm](http://www.scag.org/homepages/huntington_beach/fire.htm)

[www.scag.org/homepages/huntington\\_beach/persnl.htm](http://www.scag.org/homepages/huntington_beach/persnl.htm)

[www.hbpl.org](http://www.hbpl.org)

[www.hblifeguard.com](http://www.hblifeguard.com)

[www.hbpd.org](http://www.hbpd.org)

[www.surfcity.org](http://www.surfcity.org)

[www.scag.org/homepages/huntington\\_beach/pio.htm](http://www.scag.org/homepages/huntington_beach/pio.htm)

### General Information

HB INFOLINE (Pre-recorded Information)	374-4800
Chamber of Commerce	536-8888
HB Small Business Assistance Center	536-8888
Conference & Visitor Bureau	969-3492
	1.800.SAY.OCEAN

[www.scag.org/homepages/huntington\\_beach/infoline.htm](http://www.scag.org/homepages/huntington_beach/infoline.htm)

[www.hbchamber.org](http://www.hbchamber.org)

[www.hbvisit.com](http://www.hbvisit.com)

Calendar of Events

[www.hbvisit.com/calendar.htm](http://www.hbvisit.com/calendar.htm)

Orange County Registrar of Voters 567-7600

### Beaches, Boating, Surfing

Huntington Beach Lifeguard Headquarters	536-5281
Huntington State Beach	536-1454

### Department of Motor Vehicles:

Costa Mesa, 650 West 19 <sup>th</sup> Street	(949)631-8150
Westminster, 13700 Hoover	891-2159

[www.dmv.ca.gov](http://www.dmv.ca.gov)

### Education, Colleges

Golden West College	892-7711
Coastline Community College	546-7600

[www.gwc.cccd.edu](http://www.gwc.cccd.edu)

[www.coastline.cccd.edu](http://www.coastline.cccd.edu)

### Education, Secondary & Elementary

Huntington Beach Union High School District 964-3339

- Marina High School 893-6571
- Ocean View High School 848-0656
- Edison High School 962-1356
- Huntington Beach High School 536-2514

[www.hbuhisd.k12.ca.us/](http://www.hbuhisd.k12.ca.us/)

[www.hbuhisd.k12.ca.us/mhs/default.htm](http://www.hbuhisd.k12.ca.us/mhs/default.htm)

[www.hbuhisd.k12.ca.us/ovhs/default.htm](http://www.hbuhisd.k12.ca.us/ovhs/default.htm)

[www.edisonhs.com/](http://www.edisonhs.com/)

[www.hbuhisd.k12.ca.us/hbhs/default.htm](http://www.hbuhisd.k12.ca.us/hbhs/default.htm)

Huntington Beach Elementary School District 964-8888

[www.hbcsd.k12.ca.us/](http://www.hbcsd.k12.ca.us/)

Ocean View Elementary School District 847-2551

[www.ovsd.org/](http://www.ovsd.org/)

Westminster Elementary School District 894-7311

[www.wsd.k12.ca.us/](http://www.wsd.k12.ca.us/)

Fountain Valley Elementary School District 843-3200

[www.fvdsd.k12.ca.us/](http://www.fvdsd.k12.ca.us/)

### Libraries, Art Center, Museums

Huntington Beach Central Library	842-4481
7111 Talbert Avenue	

[www.hbpl.org](http://www.hbpl.org)

Branches:

Graham Branch (15882 Graham)	375-5006
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Helen Murphy Branch (9281 Banning)	375-5005	
Main Street Branch (525 Main)	375-5091	
Oak View Branch (17251 Oak Lane)	375-5068	
Huntington Beach Art Center	374-1650	
Huntington Beach Surf Museum	960-3483	<a href="http://www.surfingmuseum.org">www.surfingmuseum.org</a>
Newland House Museum	962-5777	